

# **PUBLIC FILE 1**

## **KDND-HD2**

### **4<sup>th</sup> QUARTER REPORT**

October 1, 2014 - December 31, 2014

Sunday 6:00Am

Date	Time	Show#	Topic/Guest
10/5/14	22:00	#1001	<b>Sax On The River:</b> A benefit concert for the Karla J. Williams Foundation. Sax on the River was conceived by Trisha Friend. As a breast cancer survivor she created the event to promote breast cancer awareness, to give back to a non-profit organization that helps women cancer patients and their families and to share her love of jazz, particularly the saxophone, with all her friends and fellow jazz lovers in the Sacramento area. <b>Guest:</b> Trisha Friend, Founder and Janice Bachelor, Treasurer
10/12/14	22:00	#1002	<b>Making Strides Against Breast Cancer:</b> The American Cancer Society Making Strides Against Breast Cancer walk is a powerful event in nearly 300 communities to raise awareness and funds to end breast cancer. An inspiring 5-K walk that raises awareness and funds to support the mission to help finish the fight against breast cancer. Dollars raised help the Society invest in breast cancer research and provide free information and services for women who need them. <b>Guest:</b> Randy Smedley and Lorraine Thomas, volunteers and breast cancer survivors
10/19/14	22:00	#1003	<b>My Sister's House:</b> We helped get the word out for their annual fundraiser, Run For A Safe Haven. My Sister's House is the first and only non-profit organization to specifically address the needs of women and children impacted by domestic violence in the Central Valley's highly diverse Asian and Pacific Islander community. They have a 6-bed, Safe Haven shelter for women and children and a, "Women at Work" Program for domestic violence survivors of all backgrounds. <b>Guest:</b> Nilda Valmores, Executive Director
10/26/14	22:00	#1004	<b>Kaiser:</b> During Breast Cancer Awareness month, we reminded people about the importance of both screening and prevention of a disease that affects thousands of women, and even some men, every year. How beyond just the patients, it impacts their families and friends. Who should get screened and when; how to lower modifiable risk factors and what happens after a

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			diagnosis and treatment. <b>Guest:</b> Dr. Claudia De Young
11/2/14	22:00	#1101	<b>Run To Feed The Hungry:</b> Sacramento Food Bank & Family Services offers compassionate support and a compass for families in need. With six diverse programs, they guide families on their journey through support and education. 45,000 men, women and children turn to SFBFS every month. All programs and services are provided at no cost to families seeking to change their lives. <b>Guest:</b> Kelly Siefkin, Communications & Development Director
11/9/14	22:00	#1102	<b>Veterans:</b> In honor of Veteran's Day, we celebrate the brave men and women who've proudly served this great country of ours. These folks put their lives on the line to protect our freedom so we need to take care of them when they return from serving on the front lines of democracy. We discuss military hiring and business coaching. <b>Guest:</b> April Ballesterio, One Light Ahead and Rick Reed, Public Relations
11/16/14	22:00	#1103	<b>Food For Families:</b> The Food For Families Holiday Bag Campaign, focusing on fresh and healthy food for those who need it most. We also learned how Food For Families was involved in helping out during the Napa earthquake and the Northern California wildfires. <b>Guest:</b> Jennie Teal, Executive Director
11/23/14	22:00	#1104	<b>Me One Foundation:</b> To promote their "Take a Vacation with Me-One" event, raising money to fund their annual summer camp. Adult cancer patients and their families get to enjoy a cost free weekend getaway in the Santa Cruz Mountains. <b>Guest:</b> Karri Grant, Event coordinator and Shawn Habermehl, President

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11/30/14	22:00	#1105	<b>Office of Traffic Safety:</b> Winter weather is here; the roads are more crowded and with the early sunset, driving is more dangerous. We learned safety tips for driving during the holiday season. What law enforcement does in terms of DUI prevention and checkpoints, what the consequences are for driving under the influence of drugs or alcohol and suggested alternatives to insure no one is tempted to drink and drive. <b>Guest:</b> Chris Cochran
12/7/14	22:00	#1201	<b>Green Christmas:</b> The volume of waste increases about 25% during the holidays, between Thanksgiving and Christmas with gifts, cards, parties and everything else. An easy way to reduce personal waste generated during the holidays is to bring a reusable shopping bag when you're shopping for gifts. By switching to LED holiday lights, you can reduce your energy usage by up to 80%. <b>Guest:</b> Megan Burritt, Director of Wellness and Sustainability
12/14/14	22:00	#1202	<b>Front Street Animal Shelter:</b> Focus of the show was to highlight the successes and adventures of the Front Street Animal Shelter. A regional leader in lifesaving, Front Street has demonstrated creativity in finding homes for lost, stray and abandoned animals in Sacramento. Front Street historically had a high kill rate and zero public support. They've used social media to help turn the shelter around. <b>Guest:</b> Gina Knepp, Manager and Bobby Mann, Public Relations
12/21/14	22:00	#1203	<b>Wellspace Health:</b> Formerly known as The Effort, a Federally Qualified Health Center established in 1953. They offer addiction treatment, mental health counseling, pregnancy and midwife services. WellSpace Health is the result of a merger between WellSpace and the Family Service Agency. In October of 2005, that merger created Sacramento's largest provider of care for physical health, mental health and addiction treatment. <b>Guest:</b> Dr. Jonathan Porteus, CEO
12/28/14	22:00	#1204	<b>Valley Recovery:</b> They offer effective drug treatment

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			<p>programs. We learned what the physical signs of abuse or addiction are. What drugs are commonly abused and why the holidays the most crucial time for drug addiction, how quickly a person can become addicted to a drug and what the physical signs of abuse or addiction are.</p> <p><b>Guest:</b> Natalie Alvarez, Director of Community Development and Marketing and Tim Sinnott, Clinical Director</p>
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## **PUBLIC FILE 2**

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October 1, 2014 - December 31, 2014

Sundays, 6:30 AM

Date	Time	Show#	Topic/Guest
10/5/14	22:00	#1001	<b>Flu Shots:</b> Discussion covered who should and should not get a flu shot. Whether you can get the flu from getting a flu shot. The effectiveness of flu mist. When people should get a flu shot. Why it is important to get flu shots every year. What the symptoms are of flu versus a cold. If cold weather causes the flu. The new pneumonia Vaccine and what to say to people who say vaccines are dangerous. <b>Guest:</b> David Fluitt, Raley's Pharmacy specialist
10/12/14	22:00	#1002	<b>Saint John's Program For Change:</b> Saint John's is a program to help women and their families change their lives for the better through their subsidiary businesses – Plates2go, Plates Café and Catering, and First Steps. We helped promote their annual fundraiser. Wine Women & Shoes and Guys Cigars & Fast Cars at the Sacramento Executive Airport October 25th. <b>Guest:</b> Angie Keefe, COO
10/19/14	22:00	#1003	<b>Alexis Moore:</b> Cybercrime Expert, author of "Cyber Self-Defense; Expert Advice to Avoid Online Predators, Identity Theft, and Cyberbullying", Risk Management Consultant and Founder of Survivors In Action. After 6 years of being told by publishers, "Book not needed", with the growing number of cybercrimes and folks being victimized by stalking and cyber abuse, the publishers released her book in October of 2014. October is domestic violence and cybercrime awareness month. <b>Guest:</b> Alexis Moore, Author
10/26/14	22:00	#1004	<b>Placer Arts:</b> We helped promote their 21st Annual Autumn Arts Studios Tour (11/7-9). PlacerArts is The Arts Council of Placer County, a nonprofit catalyst for the arts and humanities and the designated State-Local Partner of the California Arts Council. They promote the work of performing, visual and literary arts producers as well as culture & heritage attractions countywide. Board of Trustees includes representation from communities throughout Placer County.

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			<b>Guest:</b> Gayle Rappaport-Weiland, Artist-Public Relations
11/2/14	22:00	#1101	<b>The Sacramento Suburban Water District:</b> The topic was the drought. SSWD is a publicly owned and operated water utility serving a population of more than 170,000 in a 36-square-mile area in the Sacramento region. It covers Urban Area- Arden/Arcade, Foothill Farms between I-80 Freeway and the Union Pacific Railroad tracks; portions of Citrus Heights, Carmichael, Fair Oaks, North Highlands, Sacramento, Antelope, and McClellan Business Park. <b>Guest:</b> Rob Roscoe, General Manager
11/9/14	22:00	#1102	<b>Easter Seals:</b> We helped promote a fundraising holiday concert featuring Trans-Siberian Orchestra. Easter Seals of Superior California was established in 1992. They use donated resources and make sure they are maximized to their full potential for client services. Dedicated to a belief that all people with disabilities will have equal opportunity to live, learn, work and play in their communities. <b>Guest:</b> Gary Novak and Steve Garland
11/16/14	22:00	#1103	<b>Sacramento Area Sewer District:</b> SASD works hard to keep the sewers running smoothly. The upper laterals on private property are the most critical part of the entire sewer collection system. There's often no telling what's going on inside those pipes until it's too late and there is a clog, resulting in a sewer backup or overflow. Many of these problems are caused by people putting FOG down the drain. FOG is an acronym for Fats, Oils, and Grease. <b>Guest:</b> Jan Holm – Customer Care Manager
11/23/14	22:00	#1104	<b>Be The Change:</b> We helped promote the 4 <sup>th</sup> Annual Be The Change Winter Music Festival. The event raises money for The Gathering Inn Homeless Shelter and Gold Country Wildlife Rescue. <b>Guest:</b> Steve Price, Founder and Doug Thomas, Emcee
11/30/14	22:00	#1105	<b>Sacramento Job Journal:</b> The Job Journal represents the Next Generation of Job Searching. Ending the frustration of conventional job boards. Getting attention from employers. Job Journal is a better way to find work on the Web with access to opportunities you won't find

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			<p>anywhere else. Many employers post exclusive positions that otherwise may be found only by word-of-mouth networking, and our job posts are protected from being hijacked by other job boards.</p> <p><b>Guest:</b> Job Journal CEO, Kathy Masera</p>
12/7/14	22:00	#1201	<p><b>Air Quality Management District:</b> The program featured an interview with Dr. Wexler, a prominent expert in the field of air quality research focusing on particulate matter including wood smoke. He's done extensive research in the Central Valley and is well known for his work in air sampling and understanding how particles in the environment deposit in human airways and how this is a direct cause of health problems. <b>Guest:</b> Dr. Tony Wexler, Director of the Air Quality Research Center at UC Davis</p>
12/14/14	22:00	#1202	<p><b>Global Medical Foundation:</b> Global Medical Foundation is a volunteer group of Physicians, Nurses, Allied Health Professionals and Humanitarian Volunteers with a multi-faceted and adaptable approach to exchange medical information and surgical techniques with local health professionals around The Globe. The goal of the Global Medical Foundation is to serve humanity, with special reference to the underserved and underprivileged peoples of The World. <b>Guest:</b> Mohammed Siddiqui, President; Michiyo Watanabe, Board Member; Arnold Zeiderman, MD and Faith Galati, Fundraiser.</p>
12/21/14	22:00	#1203	<p><b>The Rubicon Trail Foundation:</b> Topic focused on Winter mountain travel. Federally recognized, non-profit organization dedicated to the future health of the Rubicon Trail. RTF acts as the support for Rubicon work projects and as liaison with local government organizations. Support ranges from getting approval for projects, feeding the volunteers and buying supplies to maintain the trail. They fight efforts to close or restrict use of the Rubicon Trail System. <b>Guest:</b> John Arenz and Tim Green, Rubicon Trail Foundation</p>
12/21/14	22:00	#1204	<p><b>Staying Healthy through the cold winter months:</b> Topics included the most common reasons people get sick during the winter, why it's important to drink more</p>

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			water. Which foods help build up your immune system and help keep you healthy in the winter. How important sleep and exercise are during. Whether stress can wear down immune systems, how important are multi vitamins and supplements that might help keep you healthy in Winter. <b>Guest:</b> David Fluitt, Raley's Pharmacy specialist
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